

MOTION BY SUPERVISOR GLORIA MOLINA

August 17, 2010

County employees generously have supported the annual Charitable Giving Campaign (CGC) through payroll deductions and one-time fundraisers. This voluntary campaign raises funds that benefit low-income men, women and children. This year the County will sponsor its 32nd Charitable Giving Campaign—the theme is “Helping Our Communities Grow.”

The CGC is a partnership with five, Board-approved fund distribution agencies (FDAs)—United Way of Greater Los Angeles, Brotherhood Crusade, Asian Pacific Community Fund, EarthShare California and the United Latino Fund. The FDAs provide funding to community-based organizations that offer health and human services to people in need across the County.

County Departments, led by a Department coordinator, will promote campaign support through a payroll deduction, and will sponsor a variety of fundraisers. CGC activities include discount tickets to movie premieres held at El Capitan Theatre in Hollywood, bean bears, sporting events, bake sales and silent auctions.

The Chief Executive Office, Office of Workplace Programs, will also organize an opportunity for independent agencies, known as “Direct Designations,” to promote their non-profit agency to County employees. This effort is in keeping with the Board’s 1998 directive that “employees may make direct designations to any eligible, non-profit organization of their choice, by submitting the authorized direct designation form to the Participating Agency or FDA for processing.”

MOTION

Ridley-Thomas _____

Yaroslavsky _____

Knabe _____

Antonovich _____

Molina _____

The Campaign's "Helping Our Communities Grow" theme carries out two strategic plan goals: Workforce Excellence and Children and Families Well-Being. A successful campaign attests to our Workforce Excellence and the funds raised will benefit children and families in need across the County.

Departments are encouraged to promote payroll deduction through e-mail blasts, bulletin boards and staff meetings. The CGC will be conducted from September 13, 2010 through December 15, 2010. Proceeds will be divided evenly among the five fund distribution agencies.

I, therefore, move that the County of Los Angeles Board of Supervisors take the following actions:

1. Approve "Helping Our Communities Grow" as the theme of the 2010 Charitable Giving Campaign;
2. Encourage all County employees to support the voluntary, fundraising effort by signing up for payroll deduction and/or supporting the various one-time fundraising activities;
3. Authorize Countywide and Departmental fundraising activities, excluding the use of outside vendors, in support of the campaign;
4. Request that the Chief Executive Office, Office of Workplace Programs, organize at an event at a County facility whereby "Direct Designations" will promote their non-profit agency to County employees;
5. Waive parking fees in the amount of \$850, excluding the cost of liability insurance, at the Music Center on Wednesday, August 18, 2010, for department coordinators to attend the annual Charitable Giving Campaign training workshop; and
6. Waive parking fees in the amount of \$680, excluding the cost of liability insurance, at the Music Center on Tuesday, September 14, 2010, for persons attending the annual executive kickoff breakfast for the campaign.